Veuve Clicquot

ICONS

THE REINVENTION OF VEUVE CLICQUOT MOST ICONIC OFFERS, NOW ALL SUSTAINABLE & DESIGNED TO LAST

CHAMPAGNE 250 ANS VEUVE CLICQUOT

On June 1, 2022, to celebrate its 250th anniversary, Veuve Clicquot unveils “THE ICONS”: an exclusive collection of four of the House’s most emblematic objects, re-edited sustainably.

As the champagne house that has won the most awards for creative & innovative design globally*, Veuve Clicquot has left its mark on the world, continually reinventing itself for the past 250 years. Its culture of design and innovation began with Madame Clicquot, who was known as “la grande dame de la Champagne.” Creative and daring, Madame Clicquot revolutionized the world of champagne by inventing the first vintage in 1810, the first riddling table in 1816, and the first known blended rosé champagne in history, in 1818. She was convinced that the look was as important as the taste, saying: “Our wines must flatter both the palate and the eye.” Contributing to the design of the champagne bottle as we know it today, Madame Clicquot was driven by a desire to combine aesthetics and functionality. The House has preserved this cultural heritage and remains a pioneer in the design of exceptional objects and giftboxes.

For more information
https://www.veuveclicquot.com/en-int/veuve-clicquot-packaging-awards



CHAMPAGNE
250 ANS
VEUVE CLICQUOT



Published in Clicquot Magazine by Assouline, «Clicquot Generation». Photo Series «Recyclable Generation» by Laziz Hamani and Anne Rouvillois. December 2001.

In celebration of this heritage, Veuve Clicquot unveils “THE ICONS,” a quartet of the House’s most emblematic objects, each of which tells a part of Veuve Clicquot’s story. Based on the House belief that highly functional packaging can be transformed into a unique, desirable object as an integral part of our art de vivre, these new products pay tribute to the House’s love for beautiful and functional objects, re-edited with sustainability in mind.

«The 250th anniversary of the House is an opportunity to share with the whole world our incredible heritage around the Clicquot culture and its exceptionally rich know-how and design,»

Jean-Marc Gallot, CEO of Veuve Clicquot.

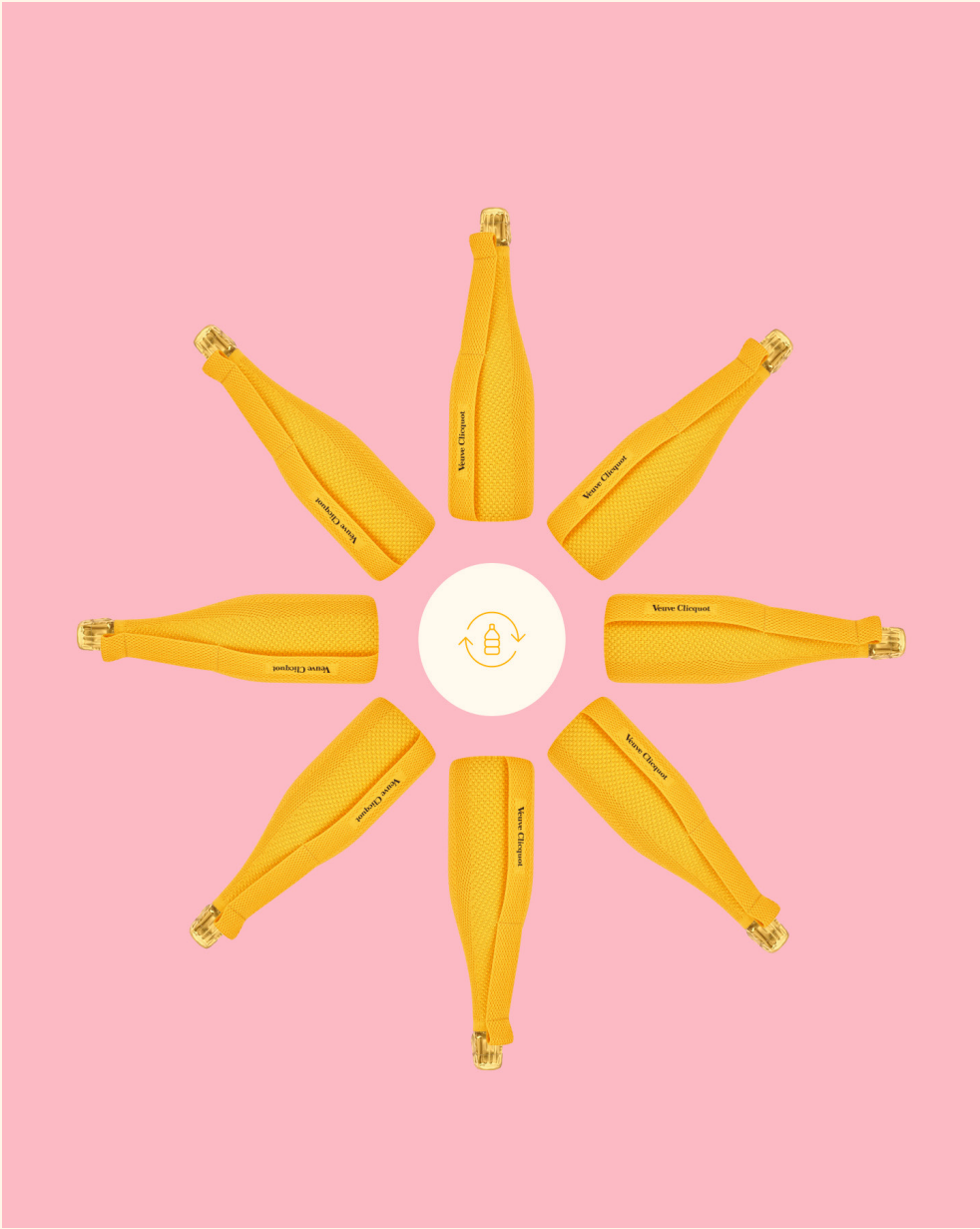


"High tech couture" by Kanji Ishii, photo published in Assouline "So Chic" magazine. June 2005.

The collection, like all Veuve Clicquot products moving forward, has been designed to last and is now plastic free, 100% recyclable, with greenhouse gas emissions way inferior to the previous editions (reedition of the Clicquot Ice Jacket accounts for - 96% GHG), in alignment with Veuve Clicquot commitments to reduce by 50% its emissions by 2030.

«“THE ICONS” makes the most of Veuve Clicquot’s ability to continually reinvent itself, to radiate across the world, and to open new pathways by forging unexpected partnerships. This collection is all about evolving, progressing, and reflecting, drawing inspiration from an historic heritage for a modern and contemporary vision.»

Carole Bildé, Chief Marketing and Communications Officer.





The Clicquot Ice Jacket

In collaboration with Central Saint Martins, University of the Arts

Launched in 2004, the “Ice Jacket” embodied the perfect balance between design, innovation, and haute couture. Inspired by diver’s wetsuits, it is a functional and fashionable pouch that keeps your champagne chilled, wherever, whenever!

The new version has now been redesigned to maintain its isotherm dimension, without any use of Neoprene material, and is now composed of 100% recycled plastic. For this project, the House collaborated with the world-renowned Central Saint Martins college of art and design, where young talents of tomorrow approached this co-creation through the prism of eco-design. After submerging themselves in the brand’s 250-year history, these Product Design graduates put their own spin on our iconic Ice Jacket.

“Reinventing an iconic object of the Veuve Clicquot champagne house was an incredibly rewarding experience, as we share the same passion for a new kind of beauty. Ecological awareness had to be at the heart of our creative process, while expressing our artistic freedom to design a contemporary and elegant object,»

is how the graduates involved in the project expressed it in a collective statement.





Winning designer Debbie Petrou applied a revolutionary high-tech process from the fashion industry: “3D knitting,” through a digital, three-dimensional pattern that is realized in a single “print.” This method limits excess material because only the necessary fabric is used, saving on average 30% less material than regular production.

Keeping champagne chilled for up to 60 minutes, this new Ice Jacket has been designed to last and be reused. It is circular but also recyclable as a textile. Available in Yellow Label & Rosé - Both can be personalized with a name or a cheerful message.



The Clicquot Ice Box

Created in 2000, the Clicquot Ice Box was selected as one of the 100 iconic objects selected to represent French design internationally by the French government-supported association VIA (Valorization of Innovation in Furnishing). Embodying the creative spirit of Veuve Clicquot and its ability to “think outside the box,” the Clicquot Ice Box invites to a new type of consumption: nomad, relaxed, and democratized. Inspired by Japanese origami, the Clicquot Ice Box opens like a flower, metamorphosing from a presentation box into an ice bucket, and pioneering a second life for packaging. It is made from FSC-certified cardboard with an inner, waterproof layer composed of 70% recycled materials, and is reusable up to 10 times. This makes it not only a beautiful object but the most sustainable ice bucket in history... just add ice and enjoy the surprise! Although the best way of recycling is reusing it, the entire Ice Box is also recyclable.

The Clicquot Fridge

A mini-fridge redesigned in collaboration with SMEG London

The Veuve Clicquot Fridge is an audacious chill box inspired by the refrigerators of the 1950s. In Veuve Clicquot's iconic, solaire yellow, and rosé pink, it embodies the House's creative spirit and its ability to reinvent everyday objects, transforming them into objects of desire. Re-edited in collaboration with the pioneering industrial designer SMEG, the Clicquot Fridge is now plastic-free and constructed in recyclable tin, with a removable wedge made from 100% sugarcane waste so that it can be upcycled as a designer box. The Clicquot Fridge keeps any bottle chilled for up to two hours and is infinitely recyclable.
For this occasion, Veuve Clicquot also worked with SMEG to create collectors-edition refrigerators, perfect to chill Veuve Clicquot bottles at your home. Adorned in Clicquot yellow, they come in two sizes: SMEG's iconic models FAB28 (153cm tall) and FAB10 (97cm tall), perfect to chill Veuve Clicquot bottles in your home. Available for purchase in selected countries.





The Clicquot Arrow

An instant classic when it was launched in 2016, the Veuve Clicquot Arrow continues to capture hearts and imaginations everywhere. At first glance, it's a sign pointing to an evocative destination. Soon we discover its secret: the equally iconic bottle of Veuve Clicquot Yellow Label inside. As a quirky, artistic object, it stands alone. Desired by many, it is always cherished by the few who manage to obtain one, especially when it is customized with their very own destination. Made from tin plate (one of the most recyclable material), the new version of the Clicquot Arrow now has 30% recycled material as well as a removable wedge made from 100% sugarcane waste so that it can be upcycled as a keepsake box. Like a real road sign, every box indicates the number of kilometers from your special place to Reims, France, and the cellars of Veuve Clicquot! #FOLLOWYOURARROW

About Veuve Clicquot

Founded in Reims in 1772, the House of Veuve Clicquot remains true to its motto: “Only one quality, the finest.” In 1805, Madame Clicquot took the reins of the House and became one of the first businesswomen of modern times, acquiring the epithet “la grande dame de la Champagne.” Her visionary spirit and innate sense of French art de vivre live on today. Her iconic cuvée, Brut Carte Jaune, is synonymous with more than two centuries of know-how in the heart of an exceptional heritage. The color of the sun symbolizes the values of audacity and optimism that the House has carried for 250 years.

About Central Saint Martins, UAL

Across art, design and performance the students and staff of Central Saint Martins create ideas, materials and actions for a better future. Among our Product and Industrial Design program alumni shaping the world through creative action are Martin Derbyshire (Tangerine), Maria Sole Ferragamo, Isamaya French, Capucine Huguet, Fernando Jorge, Anthony Joseph (Joseph Joseph), Reiko Kaneko, Afroditi Krassa, Annalisa Lacopetti, Fernando Laposse, Paul Priestman, Yuta Segawa, Ian Stallard (Fredrikson Stallard) and Tianyi Thang.
Central Saint Martins is part of University of the Arts London (UAL), an international centre for innovative teaching and research in arts, design, fashion, communication and the performing arts. The University is made up of six Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts. www.arts.ac.uk/csm

About SMEG

Founded in Guastalla in 1948 by Vittorio Bertazzoni, Smeg is today internationally recognized as a point of excellence of Made in Italy. For over 70 years Smeg has been producing domestic appliances with a distinctive design, paying particular attention to aesthetic rigor, ergonomics and functionality. The know-how of materials and technologies allows the Company to understand the needs of contemporary living, creating long-lasting, safe and pleasing products. Smeg’s rigorous and elegant style is the result of collaboration with world-renowned architects who have designed refined products that combine performance and style, intended for consumers attentive to design and its evolution.

Veuve Clicquot

CONTACT